

**Table 7.20-- EXPENDITURES PER VISITOR DAY BY VISITORS FROM THE U.S.
WEST, U.S. EAST, AND JAPAN, BY EXPENDITURE TYPE:
1998 AND 1999**

Expenditure type	Visitors from U.S. West		Visitors from U.S. East		Visitors from Japan	
	1998	1999	1998	1999	1998	1999
All items	140.4	139.8	175.5	176.8	261.0	229.9
Total food and beverage	29.4	32.3	35.5	36.4	42.8	34.1
Restaurants	18.0	19.8	21.9	22.8	26.7	14.2
Dinner shows	2.9	3.7	3.9	4.2	4.2	(NA)
Dinner or lunch cruise	2.0	2.4	3.7	3.2	5.1	(NA)
Nightclubs, bars	1.3	2.0	2.1	2.5	0.8	(NA)
Groceries	5.2	4.4	3.9	3.7	6.0	3.8
Other food expenditures	(NA)	(NA)	(NA)	(NA)	(NA)	7.0
Total entertainment 1/	12.4	10.7	15.7	13.9	18.1	4.4
Attractions	7.0	6.6	9.2	7.8	10.8	1.4
Sports, recreation	4.3	3.4	5.1	5.5	4.2	0.7
Other entertainment	1.1	0.7	1.5	0.7	3.1	2.3
Total transportation 1/	21.1	15.4	21.9	18.2	25.0	9.8
Interisland travel	5.3	3.8	5.6	4.6	7.8	4.9
Ground transportation	6.2	7.7	6.4	9.2	14.2	1.9
Rental vehicles	8.2	2.2	8.0	2.5	2.8	2.1
Gasoline	1.0	1.0	1.1	1.0	0.2	0.4
Parking	0.5	0.7	0.8	0.9	0.1	(NA)
Other transportation exp.	(NA)	(NA)	(NA)	(NA)	(NA)	0.6
Total fashion 2/	12.4	15.5	23.8	20.3	83.0	49.1
Fashion and clothing	7.2	8.7	14.9	11.7	26.3	21.1
Jewelry and watches	3.3	4.8	6.1	6.2	15.2	9.1
Cosmetics and perfumes	0.2	0.2	0.3	0.3	7.6	4.5
Leather goods	0.4	0.2	0.9	0.5	27.9	14.4
Other fashion items	1.2	1.6	1.5	1.6	6.0	
Total agricultural	1.9	1.8	1.8	2.0	5.9	2.7
Other shopping 2/	(NA)	(NA)	(NA)	(NA)	(NA)	15.9
Total souvenirs	4.7	5.2	6.2	6.4	9.7	15.5
Total communications	0.5	0.6	0.7	1.1	0.6	(NA)
Total personal services	1.1	1.6	1.3	2.0	1.7	(NA)
Total lodging	52.8	46.6	59.1	66.1	66.3	60.3
Tour pak not alloc./misc. 1/	4.1	10.1	9.5	10.4	7.9	38.2

1/ For Japan, spending on tour packages are not allocated in 1999, therefore, data are not directly comparable in these categories.

2/ For Japan, differences may be due to changes in the questionnaire in 1999.

Source: Hawaii State Department of Business, Economic Development and Tourism, Tourism Research Branch, *Annual Visitor Research Report* (annual) and records.